

Stories on Mr. Richards' year-end statement.

Radio Reports, Inc.  
December 16, 1959

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NBC News at 11:00 P.M. over WRCA (N.Y.):

BOB WILSON: "Americans smoke more than anybody in the world and it's an expensive habit. The industry says that 455 billion cigarettes have been smoked in this country this year. The cost, \$6,800,000,000. That's \$800,000,000 more than we spent on tobacco products in 1957."

Radio Reports, Inc.  
December 16, 1959

Sunoco Three Star Extra at 6:45 P.M. over WRCA (N.Y.) and NBC Network:

RAY HENLE: "The American Tobacco Institute reveals Americans smoked more cigarettes than ever in 1959. Production reached a new-time high of 455 billion cigarettes."

NEW YORK POST  
New York, New York  
December 16, 1959

## Cigaret Sales At 455 Billion (436 in 1958)

Washington, Dec. 16 (AP) — Americans are smoking a record 455,000,000,000 cigarets in 1959, the Tobacco Institute Inc. reported today.

James P. Richards, president of the industry-supported group, said the total compared with 436,300,000,000 in 1958 and 409,400,000,000 in 1957.

He said 1959 production of American cigarets was running close to 500,000,000,000 to cover exports and shipments to armed forces overseas.

"The future outlook," Richards said, "indicates a continued high rate of annual gain. One industry estimate is that by 1960 U. S. smokers will be consuming 527,000,000,000 cigarets and that by 1968 the figure will reach 690,000,000,000."

Production of cigars and cigarillos in 1958, Richards said, has increased about 350,000,000 units this year, to 6,900,000,000, while the output of smoking and chewing tobacco and snuff has declined slightly

NEW YORK  
WORLD-TELEGRAM & SUN  
New York, New York  
December 17, 1959

## Cigaret Smoking Sets New Record

Associated Press.

WASHINGTON, Dec. 17. — Americans smoked a new high of 455 billion cigarets in 1959, the Tobacco Institute, Inc., reports.

James P. Richards, president of the industry-supported group, said the total compared with 436.3 billion cigarets consumed in the nation in 1958 and 409.4 billion in 1957.

He said actual production of American cigarets ran close to 500 billion to cover exports and shipments to armed force overseas.

"The future outlook," he said "indicates a continued high rate of annual gain. One industry estimate is that by 1960 U.S. smokers will be consuming 527 billion cigarets and that by 1968 the figure will reach 690 billion."

He quoted Agriculture Department estimates that total U.S. consumer expenditures for all tobacco products in 1959 would amount to \$6.8 billion compared with \$6.3 billion in 1958 and \$6 billion in 1957.

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